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MINISTRY OF
INDUSTRY AND TOURISM

900 BAY STREET, HEARST BLOCK,
QUEEN'S PARK, TORONTO 182,
ONTARIO, CANADA

[General publications] April 21, 1972

MEMORANDUM TO: Mr. D. J. Collins,
Deputy Minister

(G-1)

Re: Water Pollution and Tourism in Ontario, 1971

During the summer of 1971 (July, August and September) a U.S. Auto Exit Survey was carried out at randomly selected locations and times by Canadian Facts Co. Limited on behalf of the Ontario Department of Tourism and Information.

Specific questions on the sampling form were designed to obtain a reading on awareness and effects of Ontario water pollution among U.S. visitors. The following are the questions and the percentage breakdown of replies provided by respondents.

THINKING ABOUT WATER POLLUTION, WOULD YOU SAY THAT WATER POLLUTION IN ONTARIO, IF THERE IS ANY, IS WORSE, ABOUT THE SAME, OR LESS SERIOUS THAN IT IS IN YOUR OWN STATE?

In per cent
of respondents

Worse than in own State	2.8%
About the same	26.6%
Less serious	56.3%
Don't know	14.3%
	100.0%

HAS THE POSSIBILITY OF WATER POLLUTION IN ONTARIO Affected YOUR ACTIVITIES OR TRAVEL PLANS AT ALL?

Affected activities or travel plans	5.2%
NOT affected activities or travel	
plans	94.8%

100.0%

IF "WENT FISHING": DO YOU THINK YOU OR YOUR PARTY
WOULD HAVE DONE ANY MORE FISHING IF THERE WAS
NOT A THREAT OF WATER POLLUTION?

	<u>In per cent of respondents</u>
Would have done more fishing	69.6%
Would have done the same amount of fishing	30.4%
	<u>100.0%</u>

IF DID NOT GO "FISHING": DO YOU THINK YOU OR YOUR
PARTY WOULD HAVE FISHED IF THERE WAS NOT A
THREAT OF WATER POLLUTION?

Would have fished	21.8%
Would not have fished	78.2%
	<u>100.0%</u>

Ontario waters were considered to be relatively free of pollution by U.S. visitors. More than 56 per cent of respondents stated that water pollution in Ontario was less serious than in their own State. The threat of water pollution affected only approximately 5.2 per cent of all U.S. visitors travelling to Ontario by automobile during the summer of 1971. However, for those respondents who stated they were interested in fishing (189 completed interviews of a total of 1,391, or 14 per cent) the threat of water pollution was more significant. In other words, if there were no threat of water pollution, approximately 70 per cent of this group of respondents would have done more fishing.

Of those respondents who stated they did no fishing during that particular trip, 21.8 per cent said that the threat of water pollution affected their decision not to fish. For the remaining 78.2 per cent, water pollution would have made little difference in their decision not to fish.

Data on attitude towards water pollution was classified by origin of visitors (primary market states), occupation and income of head of household, activities, and destinations in Ontario.



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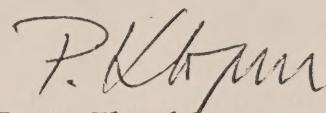
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Mr. D. J. Collins

-3-

April 21, 1972

If you would like more detailed information concerning this study, please contact me at 5-5725.



Peter Klopchic,
Director, Tourism and
Recreation Studies Branch

cc. A. S. Bray, Associate Deputy Minister
Peter York, Executive Director, Business Development Division
F. J. Boyer, Executive Director, Promotion Services Division
N. R. Radford, Co-ordinator, Field Services Division

T. Gibson, Director Advertising Branch, Business Development Division
C. McDonald Director, Public Relations Branch,
J. M. Brisbin, Director, Travel Services Branch
H. J. McGonigal, Director, Tourism and Service Industry Development Branch

